



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

*Issue 100 – March 20, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

The Grand Canyon State is heading into another busy spring tourist season, and now is a great time to plan ahead for some of AOT's upcoming events. On April 7, TEAM grant applications will be due to the AOT office by 5 p.m. This grant program is vital to so many communities across the state and is one of the most important programs that we administer. I also want to remind you of the Geotourism MapGuide nomination deadline on April 10. This project with National Geographic will benefit local communities from Phoenix all the way to Sonora, Mexico, and will promote the diverse cultural, geographical and historical assets that are unique to this region and are the foundation of sustainable tourism. During Arizona's busiest tourist season of the year, it is essential to maintain a high level of customer service for our visitors. AOT's Grand Impressions workshop series can provide you with information and skills to help make that first impression a great one, and create visitors that will come back year after year.

I know that this spring we will all work together to spread the word about what an amazing destination Arizona truly is. Have a great week!

Margie A. Emmermann  
Director  
Arizona Office of Tourism

# **AOT News Flash**

## **TEAM FY 07 Grant Application Deadline**

Fiscal Year 2007 TEAM Grant applications are due on April 7, 2006. One signed original and four copies must be mailed to AOT and delivered no later than 5:00 p.m. Friday, April 7, 2006. Applications may also be hand delivered to the address noted below on or before 5:00 p.m. Friday, April, 7, 2006. Late or incomplete applications will not be accepted.

TEAM Program  
Arizona Office of Tourism  
1110 West Washington, Suite 155  
Phoenix, Arizona 85007

## **Locals Know Best: Call for Nominations**

As part of a project with National Geographic, the Arizona Office of Tourism and the Sonora Office of Tourism are asking locals to nominate special areas from the Greater Phoenix Metro area through Southern Arizona and Sonora that are geographically, culturally and historically unique. A map detailing the areas included can be found at [www.ArizonaGeotourism.com](http://www.ArizonaGeotourism.com). This project, called the Geotourism MapGuide, will increase knowledge about sustainable tourism and destination stewardship. Geotourism is defined as tourism that sustains or enhances the geographic character of a place - its environment, culture, aesthetics, heritage and the well-being of its residents. Candidates might nominate a national park, museum or historic site, but might also include a private enterprise, such a family-owned restaurant serving cuisine indicative of the border region's heritage, a historic hotel or community-run craft center. The benefit to local communities is tourist revenue that can help restore historic districts, support local craftspeople, preserve and develop local cuisine and retain cultural traditions that would otherwise disappear.

Nominations will be taken through April 10, 2006. To nominate a site, visit [www.ArizonaGeotourism.com](http://www.ArizonaGeotourism.com). Nomination forms can be downloaded and e-mailed to [joaquin@sonoran.org](mailto:joaquin@sonoran.org) or submitted directly to the Sonoran Institute at: Sonoran Institute, Main Office, Attn: Joaquin Murrieta-Saldivar, 7650 E. Broadway, Suite 203, Tucson, AZ 85710. Additional documentation such as maps, photos or brochures is welcome and can be mailed to the above address. For more information about the project, please contact Marci Elizondo at the Arizona Office of Tourism at (602) 364-3720 or [melizondo@azot.gov](mailto:melizondo@azot.gov).

## **Date Change: ACERT Meeting**

The next meeting date for the Arizona Council for Enhancing Recreation and Tourism (ACERT) has changed to Thursday, April 20, 2006 at the Arizona Office of Tourism

from 1:00 p.m. to 3:00 p.m. Discussion items will include the Arizona Water Recreation Guide and Map, Arizona Rural Community Assessment Program (ARCAP) which provides technical assistance and reprinting of the ACERT map. If you would like to learn more about ACERT and ARCAP Programs, please contact Michael Leyva at 602-364-3723 or by e-mail at [mleyva@azot.gov](mailto:mleyva@azot.gov).

## **Make the Visitors' First Impression a Grand One!**

The Arizona Office of Tourism is pleased to announce the FY 06 Grand Impressions workshops series. These workshops are a full day of education and training designed to empower tourism professionals by offering a Customer Service Training Program featuring: "How to Host International Visitors," a presentation on Arizona tourism attractions, and a mini-familiarization tour of an attraction in the workshop host's area, designed to provide first-hand knowledge of exciting Arizona destinations. The workshops are offered free of charge to travel counselors and hospitality professionals across the state. All workshops will be held from 8:15 a.m. to 5:00 p.m. Lunch will be provided. Below is a list of the Grand Impressions workshops for this year:

Bullhead City	April 13, 2006
Holbrook	April 27, 2006
Payson	April 28, 2006
Mesa	May 5, 2006
Sierra Vista	May 12, 2006

Space is limited! To register, please contact Sarah Martins, Travel Counselor at the Arizona Office of Tourism at 602-364-3687 or [smartins@azot.gov](mailto:smartins@azot.gov).

## **Calling all 2006 Summer Events and 2007 Major Events!**

The Arizona Office of Tourism will again publish a summer calendar of events to encourage Arizonans to visit attractions in their home state. The calendar will include events that take place between Memorial Day and Labor Day across the state. The calendars will be available from the AOT office and will be sent to the chambers of commerce and visitor centers around the state for distribution. Please make sure that all summer event information submitted is accurate and updated. If you find your information on [www.ArizonaGuide.com](http://www.ArizonaGuide.com), you will not need to resend the information. Deadline for submission of 2006 summer events is March 27, 2006. Please note that due to the number of events that take place each summer, we will not be able to include every event within the printed summer calendar. However, all events submitted will be included in the online calendar at [www.ArizonaGuide.com](http://www.ArizonaGuide.com).

In addition, AOT receives requests each April for the entire 2007 calendar of major annual events. These requests usually require the date, name of event and contact information. For those who have the date, but maybe not all the description details, please forward all 2007 information available. Information for 2007 events must be submitted by May 1, 2006. Calendar of event information may be e-mailed to Marjorie Magnusson,

[mmagnusson@azot.gov](mailto:mmagnusson@azot.gov) or faxed to 602-364-3702. For a submission form, please contact Marjorie.

## **Promoting - AZ - Advertising**

### **Hit the Road, Jack!**

AOT is currently producing our instate summer promotion, the Arizona Office of Tourism's "Hit the Road, Jack" summer Sweepstakes. The promotion is a cooperative effort with Best Western Hotels, AZ Family Adventures (Channel 3) and Kahlil to encourage overnight travel in-state. Promotion of the sweepstakes will run via print, radio, online and in-store placements beginning in May through early August. The sweepstakes will consist of four prize packages from around the state. For any organizations featuring regional attractions, parks, tours and activities interested in participating in the sweepstakes, please contact Amy Mercier at [amercier@azot.gov](mailto:amercier@azot.gov) or 602-364-3699.

## **Industry News**

### **Business Fares Fall in 2005**

Business travelers on average paid less for plane tickets in the U.S. at the end of 2005 but shelled out more for hotels, car rentals and international flights than they have done in six years, according to a new report released Tuesday. In 2006, travelers can expect to pay more across the board, according to the Business Travel Monitor report by American Express Co.'s business-travel unit. Domestic fares settled to a six-year low last year, despite high fuel costs, partly because airlines led by Delta Air Lines cut the unrestricted fares often used by business travelers and because of increased low-fare competition, Amex said. "For 2006, however, the pricing trend lines indicate that corporate travel buyers will face a tough negotiating environment across the board," said Andy McGraw, general manager of American Express Business Travel North America. The study, which tracked 329 domestic city pairs, said the annual average airfare paid for business travel had fallen since the end of 2000 to a low of \$216 last year. (Page D6, Wall Street Journal; [www.BusinessTravelNews.com](http://www.BusinessTravelNews.com), 3/14)

### **National Park News**

The National Park Service said Thursday that entrance fees for the Grand Canyon National Park will increase beginning May 1. It is the first hike in fees at the park in nearly 10 years, the Park Service said. The entrance fee for private vehicles, which is good for seven days, will go from \$20 to \$25; the per-person entrance pass, also good for seven days, goes up from \$10 to \$12; and the annual Grand Canyon Pass was raised from \$40 to \$50. Commercial tour fees remain the same as last year. The National Parks Pass is still available for \$50. Details at 928-638-7779. (Special to Travel Advance)

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